

## Investor Lab - 2020 Vendor Membership Information

Grow your company's reach by tapping into our network of investors, lenders, developers, contractors, and more! Members gain access to our networking events where up to three of your company's representatives can directly connect with potential new clients. Vendor membership is subject to application approval - we require our vendors to be experts in their fields, with a proven track record and verifiable references. Please note, we do not share our member list or contact information; we value member privacy.

- **Cost: \$800/year** - cost includes 3 company representatives listed as registered members with full access to events and an online portal with additional resources.
  - \$125 each additional member
  - As the headlining sponsor (additional cost), additional vendor representatives are included as guests for that event

### Event Access:

- Bi-weekly morning CE master classes
  - Attended by brokers and investors - approx. 15-30 attendees/class
- Monthly evening meeting event (networking and educational presentation)
  - Attended by investors, lenders, brokers, real estate attorneys, developers, contractors, etc. - approx. 80-130 attendees/month
- Quarterly Networking events
  - Spring Mixer; Summer BBQ; Fall Mixer; Winter Holiday Party

### Marketing Spotlight:

- Vendor advertisement on our public website
  - Company profile w/contact information and link to vendor's website.
- Educational blog contribution (1-2 per year, as available)
  - Opportunity to provide featured educational content on our new online community
- Opportunity to create educational content for our website for lead generation
- Vendor events promotion
  - Opportunity to feature up to 2 vendor events per year in our Event Announcement Emails circulated to our mailing list.
  - The 2 events will also be added to our website's event calendar and mentioned on social media.

### Discounts on Sponsorship Opportunities

- Discounted Booth @ our Fall 2020 Vendor Fair
  - Annual event highlighting industry vendors to investors and brokers
    - Approximately 200+ attendees
- Discounted Sponsorship Pricing @ our Evening Meetings
  - This includes shout-outs and mentions in our marketing of the event, a table, signage at the venue, an announcement made during the event, and the opportunity to directly market to event attendees (roughly 80-130 investors). Each event attendee is given a free drink ticket that must be validated by a sponsor before turning into the bar.
  - 2 Tiers of Sponsorship
    - Exclusive Sponsorship - Guarantees you are the only sponsor of the night and have access to 100% of attendees
      - \$1,000 for Vendor Members (Regularly \$1,200)
    - Non-exclusive Sponsorship - You may share the event with up to 2 other sponsors. You are guaranteed to have access to 33%-50% of attendees.
      - \$600 for Vendor Members (Regularly \$700)